

Breakout Group: Community Access to Healthy Foods

## RI Summit: Healthy Living & Active Living Collaborative

### **Breakout Group:** *Community Access to Healthy Foods*

Please choose your top five objectives, then **rank** (1-5) according to priority, with 1 being your top priority.

- \_\_\_\_ 1.) Increase the number of underserved communities that offer financial and/or regulatory incentives to attract supermarkets or other large food outlets to their communities.
- \_\_\_\_ 2.) Increase the communities that offer financial and/or regulatory incentives to encourage small neighborhood grocery stores to expand their inventory to include healthier food items (e.g., fruits and vegetables).
- \_\_\_\_ 3.) Increase the number of underserved communities that provide enhanced transportation options for residents to get to markets that provide affordable fruits and vegetables.
- \_\_\_\_ 4.) Increase the number of communities that implement community garden programs.
- \_\_\_\_ 5.) Increase the number of communities that implement Farmers Markets or farm stand programs.
- \_\_\_\_ 6.) Increase the number of local planning agencies that include food access needs in their planning, zoning and development processes.
- \_\_\_\_ 7.) Increase the number of communities that pass ordinances limiting the density of fast food restaurants in a given area.
- \_\_\_\_ 8.) Increase the number of communities that implement farm-to-institution programs. (e.g. farm-to-restaurant, farm-to-business).
- \_\_\_\_ 9.) Increase the number of grocery stores that implement in-store promotions of healthy foods (e.g. fruits and vegetables).

\_\_\_\_ 10.) Increase the number of full-service and fast food restaurants that provide calorie and key nutrient information at point of purchase.

\_\_\_\_ 11.) Increase the number of full-service and fast food restaurants that provide healthy food and beverage options.

\_\_\_\_ 12.) Increase the number of community based organizations that implement culturally and linguistically appropriate nutrition education programs that teach hands-on cooking and meal-planning skills.

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*1.) Increase the number of underserved communities that offer financial and/or regulatory incentives to attract supermarkets or other large food outlets to their communities.*

### **Example Strategies:**

- 1.) Partner with Food Stamp Nutrition Education Program, URI Partnership to Prevent Hunger, Crossroads RI, grocery store owners, RI Food Bank, and community planners to develop incentives to attract larger grocery stores to underserved communities.
- 2.) Provide technical assistance, toolkits to community leaders and planners in underserved communities to assist them in developing and implementing incentives.
- 3.) Educate community leaders about the benefits of new grocery store development (e.g., revitalization of community, creation of new jobs, capture dollars being spent outside the community, more local sales tax revenue).
- 4.) Educate grocers about the benefits of relocating in lower income communities (i.e., larger chains' highest grossing stores are in low-income communities).
- 5.) Assist grocery stores in identifying and securing a site and obtaining financing.
- 6.) Assist grocers in finding and keeping good employees by partnering with community groups to assist in recruitment and training.
- 7.) Assist grocery stores in cultivating relationships with local suppliers.
- 8.) Partner with community development corporations to advocate for a city to provide assistance, to garner community support, to help negotiate zoning and regulatory issues and to assist with financing.

### **Additional Strategies:**

---

---

---

---



## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

2.) *Increase the communities that offer financial and/or regulatory incentives to encourage small neighborhood grocery stores to expand their inventory to include healthier food items (e.g., fruits and vegetables).*

### **Example Strategies:**

- 1.) Partner with Food Stamp Nutrition Education Program, URI Partnership to Prevent Hunger, grocery store owners, RI Food Bank, and community planners to develop incentives to assist small convenience stores in expanding their selection of healthy foods and beverages.
- 2.) Provide technical assistance to small markets and convenience stores to assist them in expanding availability of fruits and vegetables.
- 3.) Assist smaller stores in addressing the challenges of higher wholesale costs by helping them collaborate with other small stores, thereby leveraging their collective buying power.
- 4.) Assist small grocers in reducing costs by having them buy their produce directly from local farmers to cut middleman costs.
- 5.) Work with Farm Fresh RI to create a "locally grown" certification / labeling system (i.e., proper labeling of fresh fruits and veggies, free marketing and promotional materials for qualified, small grocers).
- 6.) Encourage small stores to expand their healthy food selection by promoting healthy stores and healthy eating in the community, demonstrate customer demand, and provide technical assistance and resources.
- 7.) Connect smaller stores with small business development resources.
- 8.) Assist communities in conducting community outreach.

### **Additional Strategies:**

---

---

---

---



## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*3.) Increase the number of underserved communities that provide enhanced transportation options for residents to get to markets that provide affordable fruits and vegetables.*

### **Example Strategies:**

- 1.) Partner with Food Stamp Nutrition Education Program, URI Partnership to Prevent Hunger and DOT to increase transportation options for low-income residents get to markets that have affordable prices.
- 2.) Create free transport service to any RI Farmers' Market through partnership with RIDOT and RIDOH (WIC Check Program).
- 3.) Partner with DOT to establish “Grocery Bus Routes” or “Farmers Market Bus Routes” that offer reduced fares on certain days to bring residents in low-income communities to grocery stores that offer greater selections of affordable healthy food.
- 4.) Provide nutrition education and coupon on the bus.
- 5.) Partner with senior centers to provide transportation to and from Farmers Markets where seniors can use their farmers’ market coupons.
- 6.) Implement mobile markets, like an ice cream truck, that delivers fresh produce obtained from local farmers markets to low-income neighborhoods.

### **Additional Strategies:**

---

---

---

---

---

---



## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

4.) *Increase the number of communities that implement community garden programs.*

### **Example Strategies:**

- 1.) Partner with Southside Community Land Trust Gardeners Education Program and URI to establish community gardens in underserved communities.
- 2.) Work with Zoning Ordinances to define a system which encourages vacant lots and open space to be converted into "food producing" zones.
- 3.) Change real estate tax structure to encourage individual and community food-producing gardens in the city.
- 4.) Offer on-street overnight parking for houses that are actively growing food in their backyard.
- 5.) Encourage local communities to clean up brown fields and reclaim vacant land.

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

5.) *Increase the number of communities that implement Farmers Markets or farm stand programs.*

### **Example Strategies:**

- 1.) Partner with Farm Fresh RI, DEM Farmers Market Program, Johnson & Wales, the Food Stamp Nutrition Education Program, etc. to implement Farmers Market Programs.
- 2.) Provide training, technical assistance, toolkits and resources for communities to implement Farmers' Market Programs.
- 3.) Incorporate nutrition education, taste testing, cooking demos at the markets.
- 4.) Disseminate nutrition information at the markets.
- 5.) Partner with community based organizations and the media to publicize the market.
- 6.) Assist Farmers Markets with acceptance of EBT cards.

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*6.) Increase the number of local planning agencies that include food access needs in their planning, zoning and development processes.*

### **Example Strategies:**

- 1.) Partner with Grow Smart RI to assist local planning agencies in including food access needs in their planning, zoning and development processes.
- 2.) Educate local planners about the need to consider food access needs in planning, zoning and development process.
- 3.) Provide training and technical assistance to local planners for implementation.

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

7.) *Increase the number of communities that pass ordinances limiting the density of fast food restaurants in a given area.*

### **Example Strategies:**

- 1.) Advocate for ordinances that limit the density of fast food restaurants in a given area.
- 2.) Educate legislators, community coalitions, School Wellness Subcommittees and PTOs about the need for these regulations and the link between fast food restaurant density and obesity prevalence.
- 3.) Provide model ordinances for consideration.
- 4.) Mobilize the community to advocate for fast food limits.
- 5.) Involve the media in educating the public about the link between fast food outlets and obesity.

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

8.) *Increase the number of communities that implement farm-to-institution programs. (e.g. farm-to-restaurant, farm-to-business).*

### **Example Strategies:**

- 1.) Partner with Farm Fresh RI, Division of Agriculture to increase the number of farm to institution programs.
- 2.) Support legislation that will provide tax incentives for businesses that purchase local produce.
- 3.) Provide training and technical assistance for institutions regarding purchasing local produce.
- 4.) Create a centralized warehouse for the redistribution of locally grown foods to area institutional kitchens
- 5.) Encourage partnerships between farms and food-processing industries (e.g., carrot peelers, milk processors, cheese factories, produce transporters, spaghetti-sauce makers); offer incentives / support to these industries to remain in the Rhode Island region.
- 6.) Encourage farmers (and food producers) to form cooperative entities by offering resources such as grant writing assistance, facilitation services, meeting spaces and stipends for traveling to other producer-cooperative models..

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

9.) *Increase the number of grocery stores that implement in-store promotions of healthy foods (e.g. fruits and vegetables).*

### **Example Strategies:**

- 1.) Partner with grocers, the Food Stamp Nutrition Education Program, etc. to increase in-store promotions of healthy food.
- 2.) Develop training and educational programs for retail associates to deliver fruit and vegetable messages.
- 3.) Include retail quality and freshness, handling, storage, health benefits and consumer education in training components.
- 4.) Share best practices within the industry on effective fruit and vegetable marketing activities.
- 5.) Increase availability and marketing of pre-cut fruits and vegetables.
- 6.) Use industry media, marketing and promotional strategies such as coupons, cross product marketing, loyalty marketing, sales events, billboards and radio to promote increased consumption of fruits and vegetables.
- 7.) Use integrated produce department promotions such as point of sale materials, periodic samplings and recipe demonstrations, give-aways, discounting, recipe cards implemented over a reasonably long period of time (e.g., more than three months).
- 8.) Offer and promote convenient, ready-made meals or meal solutions for shoppers that include an abundance of fruits and vegetables.
- 9.) Implement Grocery Store Award program that will recognize grocers who relocate to underserved areas.
- 10.) Work with Farm Fresh RI to create a "locally grown" certification / labeling system that will help grocers market fresh produce and other local farm products (i.e., proper labeling of fresh fruits and veggies, free marketing and promotional materials for qualified, small grocers).

### **Additional Strategies:**

---

---

---

---

---

---

## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*10.) Increase the number of full-service and fast food restaurants that provide calorie and key nutrient information at point of purchase.*

### **Example Strategies:**

- 1.) Partner with restaurant association, chef associations, etc.
- 2.) Develop and disseminate toolkit to assist restaurants in providing nutrient information.
- 3.) Implement policy requiring full disclosure nutrition information at point of purchase at full-service and fast food restaurants.
- 4.) Provide technical assistance and training to restaurant owners to assist them in providing nutrition disclosure.
- 5.) Work with Farm Fresh RI to create a "locally grown" certification / labeling system (i.e., proper labeling of fresh fruits and veggies, free marketing and promotional materials for qualified, small grocers and restaurants).

### **Additional Strategies:**

---

---

---

---

---

---



## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*11.) Increase the number of full-service and fast food restaurants that provide healthy food and beverage options.*

### **Example Strategies:**

- 1.) Partner with Restaurant Association, Tourism Association, Chefs Association, fast food outlets, etc.
- 2.) Develop and implement Restaurant Award Program.
- 3.) . Increase the number of fruit and vegetable menu items and fruit and vegetable rich entrees served in restaurants and fast food establishments
- 4.) Attractively merchandise and aggressively market fresh fruits and vegetables in season.
- 5.) Involve chefs in helping identify key culinary techniques, flavor approaches and menu strategies to put more fruits and vegetables in front of the customers.
- 6.) Train chefs in how to create exciting and tasty fruit and vegetable appetizers, entrees and desserts.
- 7.) Encourage trial of fruit and vegetable offerings through taste tests, discount coupons and direct mail for fruit and vegetable rich menu items.
- 8.) Include fruit and vegetables as part of value meals in place of low-nutrition options.
- 9.) Include more fruits and vegetables (non-fried) as part of children's menus and offerings.

### **Additional Strategies:**

---

---

---



## RI Summit: Healthy Living & Active Living Collaborative

**Breakout Group:** *Community Access to Healthy Foods*

**Topic Area:** *Nutrition*

*12.) Increase the number of community based organizations that implement culturally and linguistically appropriate nutrition education programs that teach hands-on cooking and meal-planning skills.*

### **Example Strategies:**

- 1.) Partner with the Diabetes Multicultural Coalition, the URI Cooperative Extension Service, the Food Stamp Nutrition Education Program, Johnson & Wales, Minority Health Promotion Centers, YMCAs, Kids First , etc. to increase the number of community based nutrition education programs that provide hands-on opportunities to learn healthy cooking and meal planning skills.
- 2.) Increase the number of programs in Minority Health Promotion Centers, faith-based organizations, YMCA's, Meals on Wheels and Congregate Meals sites for the elderly, WIC agencies and other community-based organizations.
- 3.) Provide programs, toolkits, recipes and other resources to community-based organizations to assist in program implementation.
- 4.) Provide technical assistance, including resource identification to fund these programs.

### **Additional Strategies:**

---

---

---

---

---

---